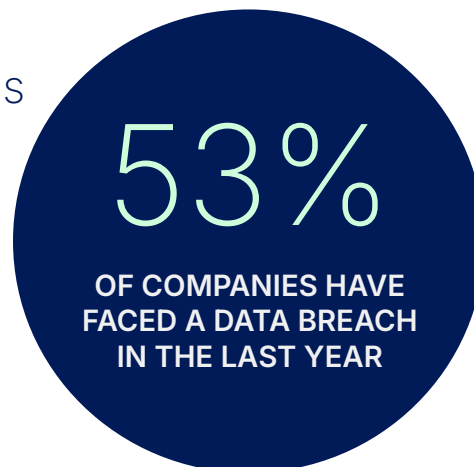


# Don't let a data breach cost you your business

Navigate the evolving security landscape with expert guidance and top-tier solutions

## CYBERATTACKS HAVE NEVER BEEN THIS ADVANCED

When it comes to cyber threats, every company is a reachable target. With the increase in network complexity, AI, and cloud-based services, attackers have more opportunities than ever to attack.



## \$5M USD

The average cost of a data breach in 2024 – 10% increase from 2023.

## PROTECT YOUR BUSINESS WITH A HOLISTIC SECURITY STRATEGY

To avoid costly data breaches, you need a comprehensive security plan and framework that will help you identify risks, protect against threats, detect breaches, and respond and recover swiftly from security incidents.

# 01

## EXTEND YOUR TEAM WITH SECURITY EXPERTISE

### Gain expertise without upskilling

Addressing skill gaps can be challenging. Let us help you find the right services, from penetration testing, to employee phishing awareness, virus/malware elimination, or establishing a robust security operations center.

### Benefit from tailored guidance

Our engineers and experts evaluate your security and compliance requirements, offering technical and pricing comparison analyses of top solutions to equip you with the right offerings.



# 02

## PROTECT YOUR BUSINESS WITH THE LEADING SECURITY SOLUTIONS

Find and buy the leading solutions...

Cyber attacks are preventable with the right processes and tools in place. Procure the solutions you need to protect your data & employees through a single trusted advisor.

-  Physical security
-  Network security
-  Endpoint security
-  Cloud security
-  Security Support Services
-  Disaster recovery & backup
-  Firewalls
-  Identity & access management
-  Intelligent incident detection & response

...with leading providers



# 03

## MINIMIZE THE IMPACT OF A BREACH

### Discover incidents in real-time

With a SOC, NOC, or other AI-focused solutions before they become breaches.

### Ensure business continuity

A backup and disaster recovery strategy is essential after any type of cyber attack.

### Qualify for cyber insurance

Cybersecurity offers financial protection, but qualification is becoming more stringent.

### Remove harmful malware & viruses

Our SmartSupport team resolves 96% of issues like malware removal on the first call.

Contact your advisor to find out how to safeguard your business today

### ABOUT APPDIRECT

AppDirect is a San Francisco-based B2B subscription commerce platform company that brings together technology providers, advisors, and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth, and success. For more information about AppDirect, please visit [www.appdirect.com](http://www.appdirect.com).

